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PSA Journal, Volume 55 January-December 1989

Compiled by Ira B. Current, FPSA

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tices of entrants. And to accordingly list such recognized exhibitions in the *PSA Journal* for the benefit of our members.

Beyond this function, PSA has no area of authority or control over the exhibitions or their entrants. The one exception being, of course, our own PSA International Exhibition which is held annually with our international photographic conference.

All exhibitions are empowered by the standards to reject entries that do not conform to their entry conditions. But any such action is the sole responsibility and prerogative of the individual exhibition.

Classified Advertising

"Member's Mart" to be Replaced by Classified Advertisement Section

At its meeting in Scottsdale in September, the Executive Committee voted to replace the current "Members' Mart" Section of the *PSA Journal* with a Classified Advertisement Section, effective with the May 1990 issue. Commercial ads will be accepted, as well as ads from members. The rate will be \$0.75 per word per issue with a \$7.50 minimum. Each ad and a check to cover its cost should be mailed to the Advertising Manager, *PSA Journal*, 3000 United Founders Blvd., Suite 103, Oklahoma City, OK 73112. Checks should be made payable to either the "Photographic Society of America" or "PSA." Free ads will no longer be available for members. The Executive Committee believed this change in policy would provide members with a greater variety of notices, as well as more income for the Society. The "free" service provided to date has been used by only a relatively few members.

Well, I have taken up more of your time than expected, so I will sign off for now. Thanks for listening!

James H. Turnbull, FPSA, ARPS
 Executive Vice President

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is the time to do so. They all cost \$9.50 each plus postage and handling. All items will be sold on a first come basis.

Because of the limited quantities of this merchandise please list a second and third alternative choice. To order look for the PSA Paraphernalia Order Form on page 31 in this month's *Journal*. Be sure to specify which year pin, tie tack or button you want.

Rate: \$0.75 per word, \$7.50 minimum. A 5 percent discount given on orders for six consecutive insertions of same ad.

Word Count: Each word, initial, or abbreviation counts as one word, as do telephone numbers and ZIP codes. Words that are hyphenated are counted individually. However, hyphenated numbers are treated as one word. **Exception:** Terms that are generally merged (i.e., 50mm and even 80-200mm) count as a single word.

Bold Face and Borders: First word set in boldface type at no charge. Additional boldface words are at double normal rate. To border ad, add \$3 per insertion.

Display Ads: Accepted in this section at normal display ad rate.

Categories: All advertising is accepted and positioned at the discretion of the publisher. Please specify desired category: Items for Sale, Items Wanted, Workshops, Travel, or Miscellaneous.

Terms: Payment with order.

Deadline: Two months prior to publication date (i.e., for June issue with target mailing date of May 25, ad must be received by April 1).

Submittal: Type ad double spaced, specify category, and send with payment to Advertising Manager, *PSA Journal*, 3000 United Founders Blvd., Suite 103, Oklahoma City, OK 73112.